

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 FEA-01 NEA-09

OMB-01 TRSE-00 /061 W

----- 127735

R 191657Z MAR 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 9437

UNCLAS SECTION 01 OF 02 LONDON 04265

E.O. 11652: N/A

PASS COMMERCE FOROIM/KRAUSE

TAGS: BEXP, UK

SUBJECT: US TRADE CENTER/LONDON AND OPEC MARKET

1. AMONG LONDON TRADE CENTER MARKETING AIMS HAS BEEN OBJECTIVE OF REACHING THIRD-COUNTRY TRADE AUDIENCE FROM OIL-PRODUCING COUNTRIES REPRESENTED HERE THROUGH VISITING OR RESIDENT BUYERS, OFFICIAL OR PRIVATE PURCHASING MISSIONS (SOME OF WHICH ARE PERMANENTLY INSTALLED IN LONDON), AND SUCH ORGANIZATIONS AS CROWN AGENTS. (LATTER, ESTABLISHED 1833, ARE FINANCIAL, PROFESSIONAL AND COMMERCIAL AGENTS BUYING BROAD RANGE OF GOODS AND SERVICES FOR 97 GOVERNMENT AND OVER 200 PUBLIC ENTITIES AND INTERNATIONAL BODIES. ALSO ACT AS INVESTMENT MANAGERS, STAFF RECRUITERS, DESIGNERS AND SUPPLIERS OF CURRENCY, COINS, AND POSTAGE STAMPS FOR CUSTOMER NATIONS. SEE LONDON 13787, OCT. 22, 1974, FOR WTDR.)

2. CROWN AGENTS ARE READILY APPROACHABLE OF COURSE, BUT AS PROCUREMENT SIZE AND SOPHISTICATION INCREASE, PERSIAN GULF STATES IN PARTICULAR ARE DRAWING UPON (A) MIDDLE EASTERN BUSINESS CONTACTS RESIDENT IN UK, (B) OFFICIAL BUYING MISSIONS, AND (C) PERMANENT PROCUREMENT COMM-  
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SSIONS WITHIN OR APART FROM THEIR DIPLOMATIC OFFICES

HERE. ADDITIONAL ELEMENT IS IMPORTANT AND GROWING ARAB/IRANIAN BANKING COMMUNITY IN LONDON, REINFORCING LONG-TIME UK BANKING LINKS WITH THAT REGION. THESE FACTORS PLUS HISTORICAL UK ROLE AS MAJOR POLITICAL/ECONOMIC INFLUENCE IN GULF/RED SEA ZONE SINCE COLLAPSE OF OTTOMAN EMPIRE, TRADITIONAL ATTRACTION OF BRITISH SCHOOLS AND MILITARY COLLEGES FOR TOP ARAB FAMILIES, AND CURRENT UK PURVEYANCE OF ENGINEERING AND MILITARY HARDWARE TO GULF STATES MAKES LONDON NATURAL GATHERING PLACE FOR MIDDLE EASTERN OFFICIALS AND BUSINESSMEN INTENT ON BUYING FOR HOME-COUNTRY NEEDS.

3. AS RESULT, IMPORTANT NUMBERS OF ARABIAN PENINSULA AFFLUENT HAVE ESTABLISHED HOUSEHOLDS IN BRITAIN, JOINING LARGE ARAB, LEBANESE, PALESTINIAN AND PAKISTANI COLONIES RESIDENT HERE SINCE VICTORIAN ERA AND WHICH, THROUGH FAMILY AND BUSINESS/TECHNOCRAT RELATIONSHIPS, PLAY IMPORTANT PART IN OPEC-MEMBER INVESTMENT AND PURCHASING ACTIVITY, WHETHER FOR THEMSELVES OR NON-OIL-PRODUCING, ARAB-ASSISTED NATIONS. PROBLEM IS ONE OF IDENTIFYING THESE FIRMS AND INDIVIDUALS, PLUS OPEC-COUNTRY BUYING COMMISSIONS WHICH (FOR REASONS NOT TO BE PURSUED HERE) ARE NOT AS RULE CARRIED ON DIPLOMATIC LISTS.

4. STANDARD, GEOGRAPHICALLY-ORIENTED MARKET RESEARCH PROGRAMS NORMALLY DO NOT RESPOND TO SITUATION OF MAJOR PROCUREMENT ACTIVITY LOCATED OUTSIDE OF END-USER COUNTRIES. POST THEREFORE BELIEVES IT URGENT TO RESEARCH UK-BASED OPEC MARKET (FOR LACK OF BETTER TERM) AS PART OF LTC MARKET RESEARCH PROGRAM WITH AIM OF DRAWING THESE AGENTS OF IMMENSE PURCHASING POWER AND BROAD BUYING INTEREST INTO PANOPLY OF TRADE CENTER PROMOTIONAL ACTIVITIES. PROPOSED STUDY WOULD IDENTIFY

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NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 FEA-01 NEA-09

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R 191657Z MAR 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 9438

UNCLAS SECTION 02 OF 02 LONDON 04265

PASS COMMERCE

RESIDENT PURCHASING OFFICIALS/AGENTS; UK BRANCHES OF LEADING MIDDLE EASTERN TRADING HOUSES, CONSTRUCTION FIRMS, ETC; BANK OFFICERS SEEKING AGENCY/DISTRIBUTORSHIPS FOR THEIR HOME-COUNTRY CLIENTS; HOTEL AND TRANSPORTATION INTERESTS, ETC; AND BROADLY DEFINE PATTERNS OF ARAB BUYING IN UK. TO THIS WE WOULD HOPE TO ADD TIMELY INPUT FROM GULF/RED SEA FOREIGN SERVICE POSTS, SINCE PRESENT AND UPCOMING IMPORT NEEDS OF AREA STATES OBVIOUSLY ARE FAST-MOVING AND DIVERSE.

5. IMPORTANT ASPECT OF PLAN TO DRAW OPEC-COUNTRY BUYERS INTO LONDON TRADE CENTER EVENTS IS THAT, ALTHOUGH GENERALLY SMALL POPULATIONS AND OTHER FACTORS OFTEN MAKE NATIONAL MARKETS IN THOSE COUNTRIES SOMEWHAT SHALLOW AND THEREFORE DIFFICULT TO EXPLOIT, FACT THAT BUYERS FROM VIRTUALLY ALL ARAB COUNTRIES (SAVE POSSIBLY THOSE THAT ARE FRANCOPHONE) TEND TO CONGREGATE HERE, AND FURTHERMORE ARE WORKING FINANCIAL DEALS ACROSS ONE ANOTHER'S BORDERS, CREATES TOTAL BUYER UNIVERSE OF IMPORTANT SIZE AND VARIETY.

6. IN ADDITION TO PROVIDING TARGETTED LIST OF TRADE EXHIBITION INVITEES, COMPILATION OF PROSPECTIVE ARAB CONTACTS IN LONDON WOULD BENEFIT EMBASSY COMMERCIAL OFFICERS PURSUING TRADE OPPORTUNITIES AND MAJOR PROJECTS.  
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MANY OF THESE ARE ADVERTISED IN TENDER OR OTHER FORM IN UK NEWSPAPERS AND PERIODICALS, BUT AT PRESENT WE CANNOT TELL READILY WHICH ENGINEERING PROJECTS, FOR EXAMPLE, HAVE RECEIVED PUBLICITY IN COUNTRY WHERE PROJECT IS SLATED. MONITORING THIS TENDER ACTIVITY WOULD BE GREATLY FACILITATED BY DEVELOPMENT OF INFORMED ARAB CONTACTS IN LONDON, AS WOULD BROADER RANGE OF COMMERCIAL INTELLIGENCE AND PROMOTIONAL WORK.

7. REQUEST STATE/COMMERCE SUPPORT FOR SOLICITING FROM FS POSTS IN LIBYA, EGYPT, LEBANON AND PERSIAN GULF/RED SEA STATES (EXCEPT WHERE POLITICALLY INAPPROPRIATE) NAMES AND ADDRESSES OF FIRMS AND INDIVIDUALS, WHETHER PRINCIPALS OR LEADING REPS, WHO ARE KNOWN TO MAKE OR

RECOMMEND PURCHASING DECISIONS IN LONDON ON BEHALF OF  
MIDDLE EASTERN AND MAGHREB COUNTRIES, WITH SCOPE AND  
CHARACTER OF BUSINESS WHERE KNOWN. AFTER LEARNING  
POSTS' VIEWS ON USEFULNESS OF THIS SCHEME, AND INPUT  
THEY CAN MAKE GIVEN TIME AND DATA AVAILABLE, WE CAN  
DETERMINE WHETHER EMBASSY RESOURCES ADEQUATE TO COMPLETE  
PROJECT, OR OUTSIDE ASSISTANCE NEEDED, ASSUMING  
DEPARTMENT AGREEABLE.

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